

### **IN THE CLAIMS:**

Kindly amend claims 1, 4, 9, 67 and 68. Kindly cancel, without prejudice, claims 10, 13-21, 23-27, 29, 31-33, 35-38, 40-41, 50-53, 55-61, 63-65, and 129. All pending claims and their present status are produced below.

1. (Currently Amended) A method to place an order for an item at a computer of a client system, the method comprising:  
  
providing for display at the client system information identifying the item;  
  
providing for display at the client system an element for enabling display of order fulfillment instructions for ordering the identified item;  
  
in response to receiving a first indication of selection of the element for enabling display of order fulfillment instructions for ordering the identified item,  
  
providing for display at the client computer (i) a plurality of order fulfillment options that are enabled and predefined for a user of the client computer, each order fulfillment option comprising a unique combination of a delivery address, shipping instructions, and a payment source and (ii) a non-enabled fulfillment option that is displayed in a manner that indicates the fulfillment option is not enabled; and  
  
in response to receiving, subsequent to the first indication, a second indication of selection of one of the plurality of order fulfillment options as a single action to order the identified item, sending to a server computer a request to order the identified item such that the identified item is to be sent to the delivery address using the shipping instructions and is to be paid for by the payment source associated with the selected one of the plurality of order fulfillment

options, wherein the single action of selecting one of the plurality of order fulfillment options places the order and pays for the identified item.

2. (Previously presented) The method of claim 1 wherein the first indication of selection of the element for enabling display of order fulfillment instructions for ordering the identified item includes clicking a mouse button when a cursor is positioned over the element, and wherein the second indication of selection of one of the plurality of order fulfillment options includes positioning the cursor over one of the plurality of order fulfillment options.
3. (Previously Presented) The method of claim 1 further comprising providing for display at the client system an add item indication to add the identified item to a collection of items for later ordering.
4. (Currently Amended) The method of claim ~~29~~ 1 further comprising:  
providing for display at the client system a plurality of other procurement options;  
and  
in response to receiving a third indication of selection of one of the other procurement options as a single action to order the identified item, receiving information identifying a delivery address and sending to the server computer a request to order the identified item such that the identified item is to be sent to the identified delivery address wherein the single action of selecting one of the other procurement options places the order for the identified item.
5. (Previously Presented) The method of claim 4 wherein the identified delivery address is for a recipient other than the user, and including receiving a name of the recipient

- and storing the name and identified delivery address as part of a new procurement option.
6. (Original) The method of claim 4 wherein the received information identifying the delivery address is information indicating an identity other than the user, and including retrieving address information for the identity to be used as the identified delivery address.
  7. (Previously Presented) The method of claim 4 including receiving payment source information from the user prior to receiving the third indication of selection of one of the other procurement options, and wherein the sent request to order the identified item specifies that the identified item is to be paid for by the received payment source.
  8. (Previously Presented) The method of claim 1 wherein the element further provides for display a default order fulfillment option, comprising:  
receiving selection of the default order fulfillment option as the single action to order the identified item.
  9. (Currently Amended) A computer-readable medium storing executable computer instructions that execute placement of an order for an item at ~~the~~ a computer system, the instructions comprising:  
providing for display at the computer system information identifying the item;  
providing for display at the computer system an element for enabling display of order fulfillment instructions for ordering the identified item;  
in response to receiving a first indication of selection of the element for enabling display of order fulfillment instructions for ordering the identified item,

providing for display at the ~~client~~ computer system (i) a plurality of order fulfillment options that are enabled and predefined for a user of the client computer, each order fulfillment option comprising a unique combination of a delivery address, shipping instructions, and a payment source and (ii) a non-enabled fulfillment option that is displayed in a manner that indicates the fulfillment option is not enabled; and

in response to receiving, subsequent to the first indication, a second indication of selection of one of the plurality of order fulfillment options as a single action to order the identified item, sending to a server computer a request to order the identified item such that the identified item is to be sent to the delivery address using the shipping instructions and is to be paid for by the payment source associated with the selected one of the plurality of order fulfillment options, wherein the single action of selecting one of the plurality of order fulfillment options places the order and pays for the identified item.

10.-66. (Canceled)

67. (Currently Amended) A computer-readable medium storing executable computer instructions that to assist a user in ordering an item, the instructions comprising: providing for display at the computer system information identifying the item; providing for display at the client system an element for enabling display of order fulfillment instructions for ordering the identified item; in response to receiving a first indication of selection of the element, providing for (i) display each of multiple ~~procurement~~ fulfillment options associated with the user that are enabled and comprising information related to ordering the

identified item and (ii) displaying non-enabled fulfillment option that is displayed in a manner that indicates the fulfillment option is not enabled; and in response to receiving, subsequent to the first indication, a second indication of selection of the procurement option as a single action to order the identified item, sending to a server system a request to order the identified item using the information associated with the selected ~~procurement~~ fulfillment option.

68. (Currently Amended) A computer system for assisting a user in ordering an item, comprising:

a processor;

a display component, embodied as instructions executable by the processor, for displaying information identifying the item, displaying an element for enabling display of order procurement options, and in response to receiving a first indication of selection of the element, displaying (i) each of multiple procurement options associated with the user that are enabled and comprising sufficient information to complete an order for the identified item and (ii) displaying non-enabled fulfillment option that is displayed in a manner that indicates the fulfillment option is not enabled; and

an item ordering component, embodied as instructions executable by the processor, for, in response to receiving, subsequent to the first indication, a second indication of selection of the procurement option as a single action to order the identified item, sending to a server system a request to order the identified item using the information associated with the selected procurement option to complete the order.

69-129. (Canceled)